Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
average total circulation: **162,000**

**QUARTERLY :: FULL COLOR :: 56 PAGES**

ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

**commitment to sustainability**

100% POST-CONSUMER WASTE RECYCLED PAPER

PROCESSED CHLORINE-FREE

≈ 60% LESS WATER USED THAN MOST OTHER PAPERS

digital versions

WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS

circulation + distribution

A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
**gender**

Male: 51%
Female: 49%

**age distribution**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 20</td>
<td>&lt; 1%</td>
</tr>
<tr>
<td>21–25</td>
<td>6%</td>
</tr>
<tr>
<td>26–30</td>
<td>10%</td>
</tr>
<tr>
<td>31–40</td>
<td>20%</td>
</tr>
<tr>
<td>41–50</td>
<td>21%</td>
</tr>
<tr>
<td>51–60</td>
<td>22%</td>
</tr>
<tr>
<td>61–70</td>
<td>12%</td>
</tr>
<tr>
<td>over 71</td>
<td>9%</td>
</tr>
</tbody>
</table>

**level of education (alumni)**

Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

**market areas**

Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11% (other Oregon: 1%)
Tri-Cities/central Washington: 10%
Spokane/Coeur d’Alene: 10% (and adjacent counties)
Pullman/Moscow: 6% (and adjacent counties)

N. California: 4%  S. California: 4%  
other Idaho: 2%  NY/New England: 2%
Arizona: 2%  Texas: 1%  Washington DC: 1%
other US: 11%  other int’l: < 1%

**spring 2019**

**arctic chronicles**

Chronicling the Arctic’s loss and its future with science—and art.

*ALSO IN ISSUE:* Reconnecting our children to the natural world.

**winter 2018**

**plan bee**

With honey bees in peril, agriculture turns to our wild bee species to help pollinate America’s crops.

*ALSO IN ISSUE:* Healing for our Native American vets—in body, mind, and spirit.

**fall 2018**

**a river rolls on**

The dynamics of the Columbia River have changed. And we are all part of those changes.

*ALSO IN ISSUE:* A surprising rise to a horticultural gold rush.

**summer 2018**

**to the rescue**

Impressed by the work of the 9/11 search and rescue dogs, a large animal vet changed her career.

*ALSO IN ISSUE:* Couldn’t make it to the Winter Olympics? Here’s virtually the next best thing.
in season
The beloved French fry knows few bounds
Huckleberries
Maybe some bigger fish to fry

sports
Winning athlete—winning coach
Embracing a second chance
One of WSU’s oldest sports rides again

alumni profiles
Shaking hands with the past
Being best
A formula for funny
From Wilbur to the world

Profiling people

places

Restoring chaos

and possibilities

in the Northwest
ad sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>two-page spread (bleed)*</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>two-page spread (no bleed)</td>
<td>16.25&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>full-page (bleed)*</td>
<td>8.375&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>full-page (no bleed)</td>
<td>7.625&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>2/3-page (bleed)*</td>
<td>5.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>2/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>9.125&quot;</td>
</tr>
<tr>
<td>1/2-page (bleed)*</td>
<td>8.375&quot;</td>
<td>5.25&quot;</td>
</tr>
<tr>
<td>1/2-page (no bleed)</td>
<td>7.125&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
</tr>
</tbody>
</table>

**BLEED SPECIFICATIONS:** Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**AD GRID MARGINS:** All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Uncoated v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at magazine.wsu.edu/artwork. Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

**SUBMISSION INSTRUCTIONS**

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpxson@wsu.edu as the recipient’s name), or by email (under 10MB) to jpxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
ad rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>two-page spread</td>
<td>$7,430</td>
<td>$7,060</td>
<td>$6,705</td>
</tr>
<tr>
<td>full-page</td>
<td>$4,150</td>
<td>$3,945</td>
<td>$3,745</td>
</tr>
<tr>
<td>2/3-page</td>
<td>$3,485</td>
<td>$3,310</td>
<td>$3,145</td>
</tr>
<tr>
<td>1/2-page</td>
<td>$2,655</td>
<td>$2,520</td>
<td>$2,395</td>
</tr>
<tr>
<td>1/3-page</td>
<td>$2,075</td>
<td>$1,970</td>
<td>$1,875</td>
</tr>
</tbody>
</table>

Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

rates + deadlines

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

AVAILABLE ON REQUEST
Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.

advertising deadlines

<table>
<thead>
<tr>
<th>issue</th>
<th>space close</th>
<th>ad due</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019 (Fall)</td>
<td>4/26/19</td>
<td>6/7/19</td>
</tr>
<tr>
<td>November 2019 (Winter)</td>
<td>7/26/19</td>
<td>9/6/19</td>
</tr>
<tr>
<td>February 2020 (Spring)</td>
<td>10/25/19</td>
<td>12/6/19</td>
</tr>
<tr>
<td>May 2020 (Summer)</td>
<td>1/31/20</td>
<td>3/13/20</td>
</tr>
</tbody>
</table>
kudos

From its very first issue, Washington State Magazine has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.